

## ABSTRACT

The present invention is a silver alloy including silver as the main component and at least one element as a first dopant element higher than  
5 silver in melting point, and excellent in reflectance maintenance property. In the present invention, the first dopant element is preferably copper, manganese, silicon, nickel, cobalt, yttrium, iron, scandium, zirconium, niobium, molybdenum, tantalum and tungsten. Also, in the present invention, the silver alloy preferably includes, as a second dopant element, at  
10 least one element selected from platinum, gold, rhodium, iridium, ruthenium, palladium, chromium, germanium, indium, tin, lead, aluminum, calcium, gallium, bismuth, antimony, strontium, hafnium, gadolinium, samarium, neodymium, lanthanum, cerium, ytterbium and europium.